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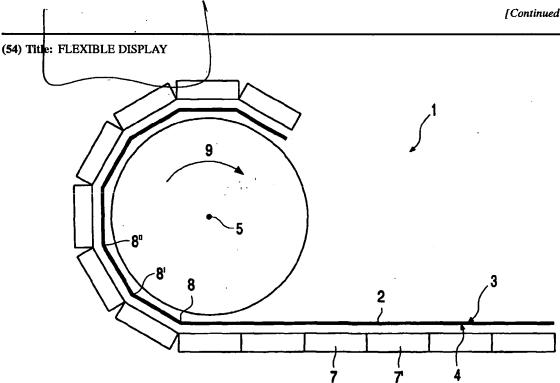
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[Continued on next page]



(57) Abstract: The invention relates to a display device assembly (1) comprising a flexible display device (2) being rollable around an axis (5), the flexible display (2) having a front side (3) and a back side (4), one of the sides (3,4) being provided with distance elements (7, 7',80) for preventing a direct contact between the front side (3) and the back side (4). By preventing the front and back side to contact each other the amount of display damage is significantly reduced as compared to conventional roll-up displays. An advantageous embodiment comprises a display device assembly in which the spacer elements are shaped in the form of bars (7, 7'). In a further advantageous embodiment of the display assembly the distance elements comprise a protection foil (80).

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According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

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